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Colonial Setting Inspires Pioneering Showroom

By Amanda O'Mahony

SUDBURY, MA—For many, Colonial America represents the nation's beginnings and the story of the first Thanksgiving. For Encore Construction, Colonial America also evokes the structure housing their new showroom. The building, originally produced in the 1700's, received a facelift before becoming the company's second showroom.

COLONIAL SHOWCASE

Located 18 miles west of Boston, the showroom is in the center of Sudbury's Mill Village. To complete the renovation of the building, designers Jodi Swartz and Susan Gerlach put together the concept, while project manager Jeffrey Neal managed the construction.

A working kitchen display facing the front windows provided the starting point of the design. The building's renovation ultimately produced 1,200 square feet of floor space.

Featuring a full service kitchen, two islands, and a bar and coffee display, the 12 vignettes housed in the space lead the client through the showroom.

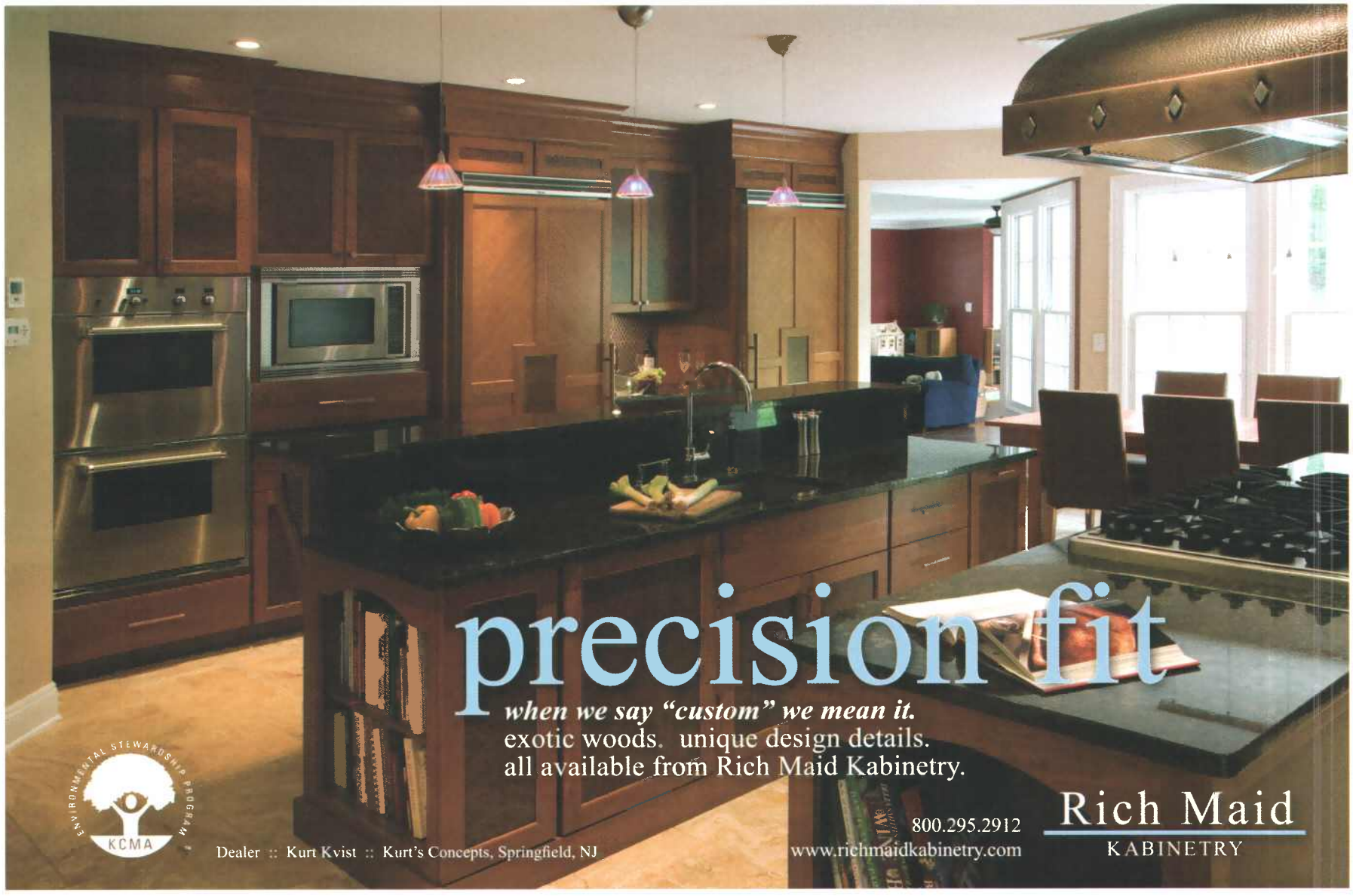
Combining contemporary displays with classic cabinetry, the showroom is a mix of styles.

"We included a European-style display to show the consumer we can design for, and within, any design period," declares Swartz.

Encore encourages clients to use all of the working displays and visualize the products in their own homes. "The complementary colors, lighting and accessories all add to a warm, comfortable space you feel like you can move into. The idea is the client will gravitate toward

Photo: Peter Winson

Showcasing the Dura Supreme semi-custom cabinetry line, this room at the rear of the Encore Construction showroom in Sudbury, MA displays an armoire and coffee bar.



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certain displays that 'call their name,'" states Swartz.

PLANNED PROGRAMMING

The vignettes showcase Plato Woodwork, Dura Supreme and Jim Bishop Cabinetry. Custom cabinetmakers are also available to clients. The company also carries KWC America sinks and faucets, Sub-Zero and Wolf appliances, Fisher & Paykel Appliances dishwasher drawers, a Dacor microwave drawer and CaesarStone, Vitera by LG, Craft-Art, as well as granite and soapstone countertops.

Photo: Peter Winson

Above: Featuring Fisher & Paykel Appliances' double dishdrawers and KWC America faucets, this vignette presents the firm's kitchen design abilities.

Photo: Peter Winson

Left: A cherry and cocoa brown color palette, paired with a dark marble and granite countertop, creates a focal point for clients entering the showroom.

Using 20/20 technology to create the initial design, plans are then illustrated with hand-drawn details. The company also uses CAD and SoftPlan for its full construction projects to meet the clients' needs.

The company offers a BuildPlus program so clients can view construction before breaking ground, a Projects Update page for clients absent from the ongoing construction site and a HomeWatch program to monitor clients' second homes with weekly property checks and special visits after severe weather. Encore also offers a Web site where clients can view planning guidelines before beginning the project.

The firm targets designers, builders and homeowners with its two showrooms. It also opens its conference room to interior designers, providing them with a place to sit with their clients and conduct meetings.

The company also conducts a Green Building Program in an effort to educate homeowners about eco-friendly design options and solutions.

As a result of its pioneering spirit, the firm has won several contractor of the year awards and has also received GuildMaster status from GuildQuality.

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